

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>165723</b>
	Alt Order #:	06848538
	Product Desc:	NRCC IE 2012
	Estimate:	2963
	Flight Dates:	10/19/12 - 10/25/12
	Original Date / Rev:	09/26/12 / 09/26/12
	Order Type:	GENERAL

**KSTP-TV, LLC and KSAX-TV**

Primary AE:	Anjie Brady
Sales Office:	P-PHL
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>National Media Research Planning &amp; F</b>
	Buying Contact:	
	Billing Contact:	
		815 Slaters Ln Alexandria, VA 22314-1219

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>NRCC (Rep) National Republican Con</b>
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	3
	Revenue Codes:	AGY, POL, ISS

New Business Thru:	10/14/11
Order Separation:	00:00:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	36	\$38,950.00	\$33,107.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	36	\$38,950.00	\$33,107.50	86.50
<b>Totals</b>	36	\$38,950.00	\$33,107.50	86.50

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	24%	\$38,950.00
Market	100%	\$162,291.67

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	19%	\$30,835.42
KMSP	10%	\$16,229.17
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	45%	\$73,031.25
WFTC	2%	\$3,245.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	10/19/12	10/19/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	----F--	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----F--		1		\$800.00		2.40					
N 2	M	10/22/12	10/22/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	M	10/22/12	10/22/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$800.00		2.40			
N 3	M	10/23/12	10/23/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	-T-----	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$800.00		2.40			
N 4	M	10/24/12	10/24/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--W----	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$800.00		2.40			
N 5	M	10/25/12	10/25/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	---T---	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$800.00		2.40			
N 6	M	10/19/12	10/19/12	M-F GMA M-F GMA	CM	7-9a	----F--	:30	1	\$800.00	1	1.70	NM	1	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$800.00		1.70			
N 7	M	10/22/12	10/22/12	M-F GMA M-F GMA	CM	7-9a	M-----	:30	1	\$800.00	1	1.70	NM	1	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$800.00		1.70			
N 8	M	10/23/12	10/23/12	M-F GMA M-F GMA	CM	7-9a	-T-----	:30	1	\$800.00	1	1.70	NM	1	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$800.00		1.70			
N 9	M	10/24/12	10/24/12	M-F GMA M-F GMA	CM	7-9a	--W----	:30	1	\$800.00	1	1.70	NM	1	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$800.00		1.70			
N 10	M	10/25/12	10/25/12	M-F GMA M-F GMA	CM	7-9a	---T---	:30	1	\$800.00	1	1.70	NM	1	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$800.00		1.70			
N 12	M	10/21/12	10/21/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$1,000.00	1	3.70	NM	1	\$1,000.00
5 EW NW-SU 8AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,000.00		3.70			
N 13	M	10/22/12	10/22/12	M-F Midday News M-F Midday News	CM	11a-12p	M-----	:30	1	\$600.00	1	1.40	NM	1	\$600.00
5 EW NWS 11AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$600.00		1.40			
N 14	M	10/24/12	10/24/12	M-F Midday News M-F Midday News	CM	11a-12p	--W----	:30	1	\$600.00	1	1.40	NM	1	\$600.00
5 EW NWS 11AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$600.00		1.40			
N 15	M	10/19/12	10/19/12		CM	6-630p	----F--	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-630p M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,200.00		2.50			
N16	M	10/22/12	10/22/12	M-F 6-630p M-F 6-630p	CM	6-630p M-----	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,200.00		2.50			
N17	M	10/23/12	10/23/12	M-F 6-630p M-F 6-630p	CM	6-630p -T-----	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$1,200.00		2.50			
N18	M	10/24/12	10/24/12	M-F 6-630p M-F 6-630p	CM	6-630p --W----	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,200.00		2.50			
N19	M	10/25/12	10/25/12	M-F 6-630p M-F 6-630p	CM	6-630p ---T---	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,200.00		2.50			
N20	M	10/21/12	10/21/12	Su 530-6p Su 530-6p News	CM	530-6p -----S	:30	1	\$1,200.00	1	3.70	NM	1	\$1,200.00
				5 EW NWS E-SUN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,200.00		3.70			
N21	M	10/19/12	10/19/12	M-F 630-7p M-F 630-7p	CM	630-7p ----F--	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,200.00		2.40			
N22	M	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM	630-7p M-----	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,200.00		2.40			
N23	M	10/23/12	10/23/12	M-F 630-7p M-F 630-7p	CM	630-7p -T-----	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$1,200.00		2.40			
N24	M	10/24/12	10/24/12	M-F 630-7p M-F 630-7p	CM	630-7p --W----	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,200.00		2.40			
N25	M	10/25/12	10/25/12	M-F 630-7p M-F 630-7p	CM	630-7p ---T---	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,200.00		2.40			
N26	M	10/19/12	10/19/12	Friday Prime A Shark Tank	CM	7-8p ----F--	:30	1	\$2,000.00	2	2.80	NM	1	\$2,000.00
				SHARK TANK										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$2,000.00		2.80			
N27	M	10/20/12	10/20/12		SPRT	7-1030p -----S-	:30	1	\$3,500.00	1	3.00	NM	1	\$3,500.00

**KSTP-TV, LLC and KSAX-TV**